

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
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|---|--|---|
| 1. Name and Address of Reporting Person* <u>Lyons Douglas F</u> (Last) (First) (Middle) 312 WALNUT STREET (Street) CINCINNATI OH 45202 (City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol <u>SCRIPPS E W CO /DE [SSP]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title below) Other (specify below) Vice President and Controller |
| | 3. Date of Earliest Transaction (Month/Day/Year) 03/05/2012 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) | | | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|------------|--------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Shares, \$.01 par value per share | 03/05/2012 ⁽¹⁾ | | C | | 58,139 | A | \$9.31 | 86,215 | D | |
| Class A Common Shares, \$.01 par value per share | 03/05/2012 ⁽²⁾ | | F | | 18,024 | D | \$9.31 | 68,191 | D | |
| Common Voting Shares, \$.01 par value per share | | | | | | | | 0 | D | |

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | | 6. Date Exercisable and Expiration Date (Month/Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) | |
|--|--|--------------------------------------|--|--------------------------------|---|--|--------|--|-----------------|---|--|--|---|--|-------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | | Title |
| Restricted Stock Units | \$9.31 | 03/05/2012 | | C | | | 58,139 | 03/05/2010 | 03/05/2012 | Restricted Stock Units | 58,139 | \$9.31 | 0 | D | |
| Option | \$10.47 | | | | | | | 02/25/2005 | 02/24/2014 | Class A Common | 6,572 | | 6,572 | D | |
| Option | \$9.9 | | | | | | | 02/10/2006 | 02/09/2013 | Class A Common | 6,572 | | 6,572 | D | |
| Option | \$10.44 | | | | | | | 02/22/2007 | 02/21/2014 | Class A Common | 18,621 | | 18,621 | D | |
| Option | \$10.35 | | | | | | | 10/06/2007 | 10/05/2014 | Class A Common | 17,212 | | 17,212 | D | |
| Option | \$10.41 | | | | | | | 02/22/2008 | 02/21/2015 | Class A Common | 34,425 | | 34,425 | D | |
| Option | \$9.09 | | | | | | | 02/21/2009 | 02/20/2016 | Class A Common | 46,948 | | 46,948 | D | |
| Restricted Stock Units | (3) | | | | | | | 03/09/2011 | 03/09/2013 | Restricted Stock Units | 10,000 | | 10,000 ⁽³⁾ | D | |
| Restricted Stock Units | (4) | | | | | | | 03/11/2012 | 03/11/2014 | Restricted Stock Units | 11,892 | | 11,892 ⁽⁴⁾ | D | |

Explanation of Responses:

- This transaction reflects the conversion of restricted stock units into Class A Common Shares.
- The terms of this long-term incentive award mandate that the Company withhold shares to satisfy the reporting person's tax obligation.
- This restricted stock unit will vest in equal parts in 2012 and 2013. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.
- This restricted unit award will vest in equal parts in 2012, 2013 and 2014. Upon vesting, each restricted stock unit will convert into one Class A Common share of the Company.

Remarks:

/s/ William Appleton, Attorney-in-fact for Douglas F. Lyons 03/07/2012

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.